

Serial Interface Products



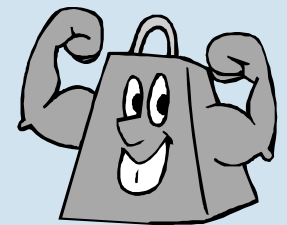
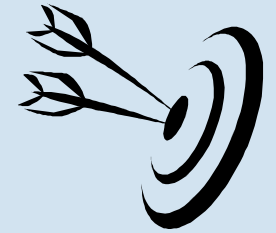
Serial Business Overview

Objective

- n To Expand the Leadership Position in the Serial EEPROM Market
- n To Leverage Product Innovation in New Serial Markets

Strengths

- n World Class Dedicated Design Team
- n Continuous Technology Platform Focus (0.25u à shrinking to 0.15u)
- n Excellent Manufacturing and Delivery Capabilities
- n Dedicated Customer Support Infrastructure
- n Sales / Marketing Outreach in Diverse Segments
- n Competitive Pricing



2007



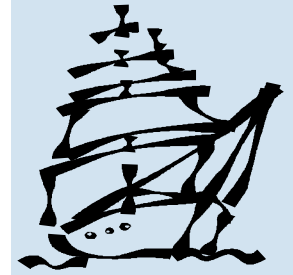
Serial Group Highlights

- n #1 in Serial EEPROM (*10 years of consecutive leadership*)
- n Record Unit Shipments (*1.6 Billion Units*)
- n Outstanding On-Time Delivery > 94%
- n New Miniature Package Production – *ULA and DFN*
- n Major Strategic Design Wins
- n Continuous Introduction of Next Generation Shrinks
- n Revenue Growth in All Regions (Europe +50%)



Serial Unit Shipments (Operation)

Get your Docks ready for SEEPROM ship



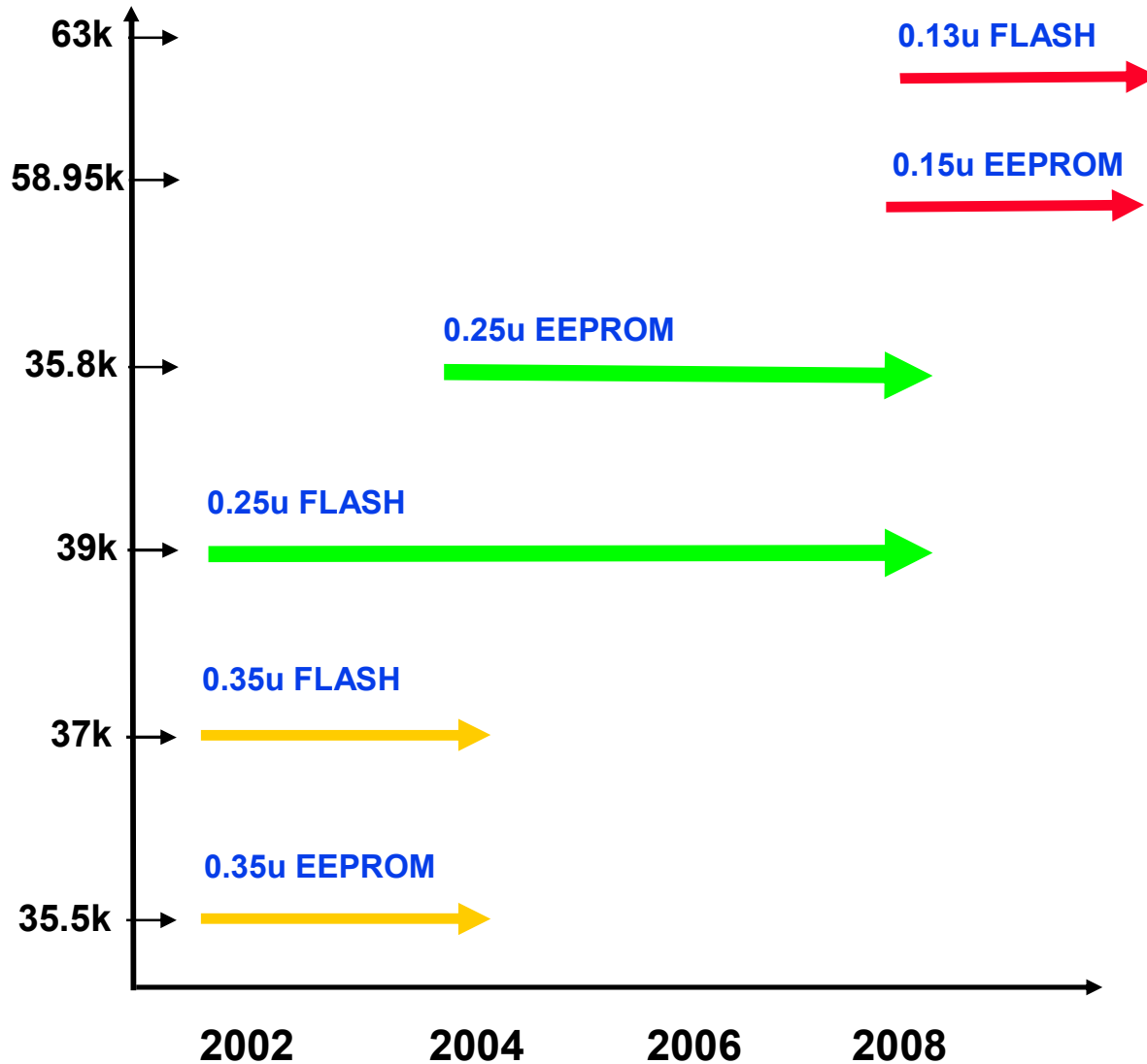
S1



Product Summary and Features



Process Technology Evolution

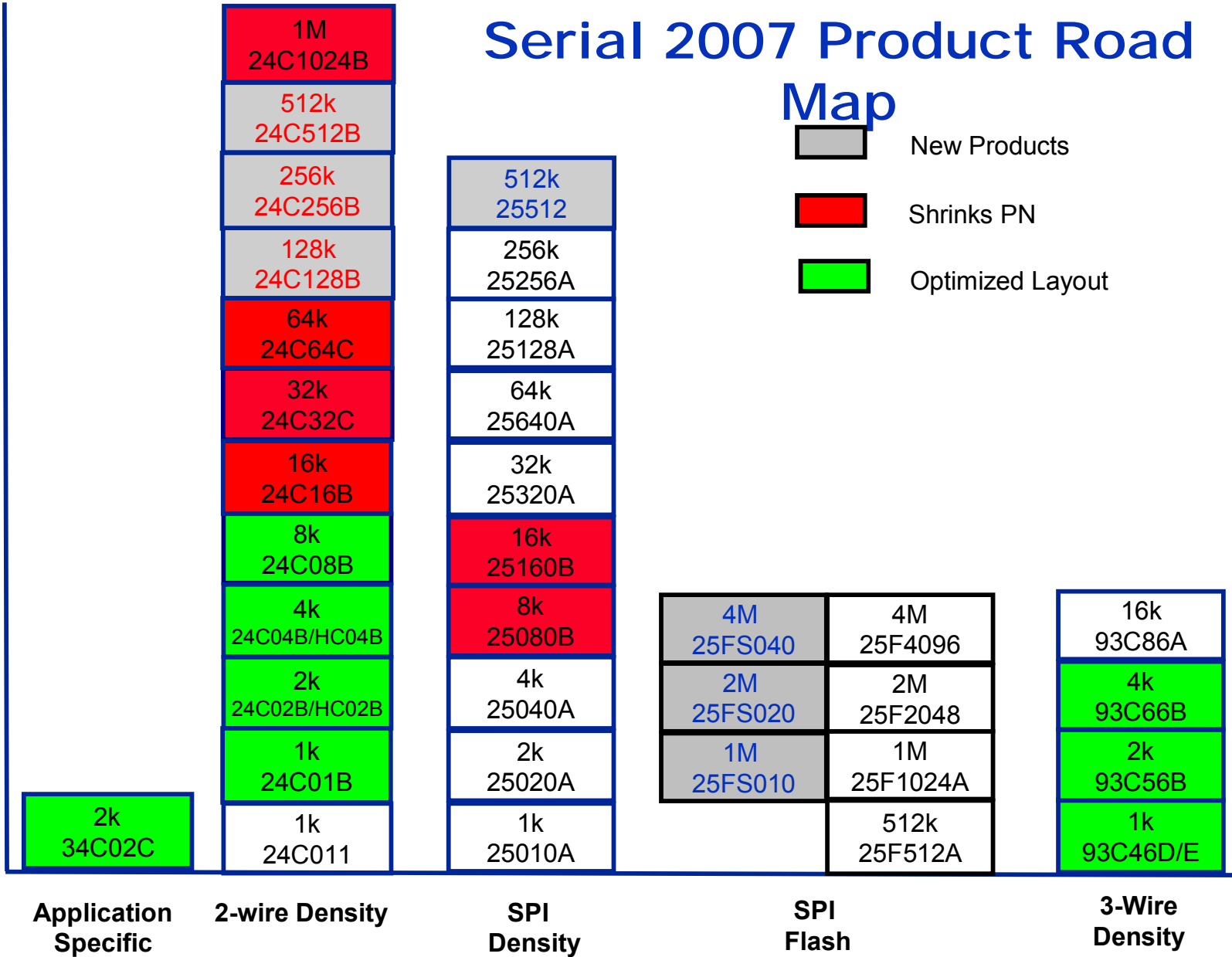


Serial 2007 Product Road Map

Map

- New Products
- Shrinks PN
- Optimized Layout

DEVICES



Shrink Plan

PART NUMBER	PROCESS	NEW PROPOSED PART NUMBER	SAMPLES	EST SCHEDULE
2Wire				
AT24C01A	0.35	AT24C01B	Now	Production
AT24C02	0.35	AT24C02B	Now	Production
AT24C02A	0.35	AT24HC02B	Now	Production
AT24C04	0.35	AT24C04B	Mid May 2007	Late Jun 2007
AT24C04A	0.35	AT24HC04B	Late May 2007	Late Jun 2007
AT24C08A	0.35	AT24C08B	Late June 2007	Late July 2007
AT24C16A	0.25	AT24C16B	Now	Production
AT24C32A	0.25	AT24C32C	Now	Late Apr 2007
AT24C64A	0.25	AT24C64C	Now	Late Apr 2007
AT24C128	0.25	AT24C128B	Now	Late Apr 2007
AT24C256	0.25	AT24C256B	Now	Production
AT24C512	0.25	AT24C512B	Now	Late Apr 2007
AT24C1024	0.25	AT24C1024B	Now	Late Jun 2007
AT34C02/02B	0.35	AT34C02C	Now	Production
3Wire				
AT93C46	0.35	AT93C46D	Now	early Apr 2007
AT93C46A	0.35	AT93C46E	Now	early Apr 2007
SPI				
AT25HP512	0.25	AT25512	Late May 2007	Late Jun 2007
AT25F1024A	0.25	AT25FS010	Now	Production
AT25F4096	0.25	AT25FS040	Now	Mid May 2007



PCN Status

PART NUMBER	PCN#	DATE ISSUED	LAST TIME BUY	LAST SHIP
2Wire				
AT24C01A	CC061501	12-May-06	12-Sep-06	12-May-07
AT24C02	CC053301	26-Aug-05	26-Feb-06	26-Aug-06
AT24C02A	CC053301	26-Aug-05	26-Feb-06	26-Aug-06
AT24C04		Late May 2007		
AT24C04A		Late May 2007		
AT24C08A		Late June 2007		
AT24C16A	CC063501	6-Sep-06	28-Feb-07	28-Aug-07
AT24C32A	CC070201	17-Jan-07	10-Jul-07	10-Jan-08
AT24C64A	CC064403	21-Nov-06	25-Apr-07	25-Oct-07
AT24C128	CC070603	13-Feb-07	25-Aug-07	25-Feb-08
AT24C256	CC054503	15-Nov-05	14-May-06	14-Nov-06
AT24C512	CC070302	24-Jan-07	24-Jul-07	24-Jan-08
AT24C1024	CC071002	13-Mar-07	25-Sep-07	25-Mar-08
AT34C02/02B	CC064102	16-Oct-06	25-Apr-07	25-Oct-07
3Wire				
AT93C46	CC070502	7-Feb-07	7-Aug-07	7-Feb-08
AT93C46A	CC070502	7-Feb-07	7-Aug-07	7-Feb-08
SPI				
AT25HP512	CE061801	10-May-06	5-Nov-06	5-May-07
AT25F1024A	CC070903	22-Mar-07	25-Sep-07	25-Mar-08
AT25F4096	CC071201	28-Mar-07	27-Sep-07	27-Mar-08

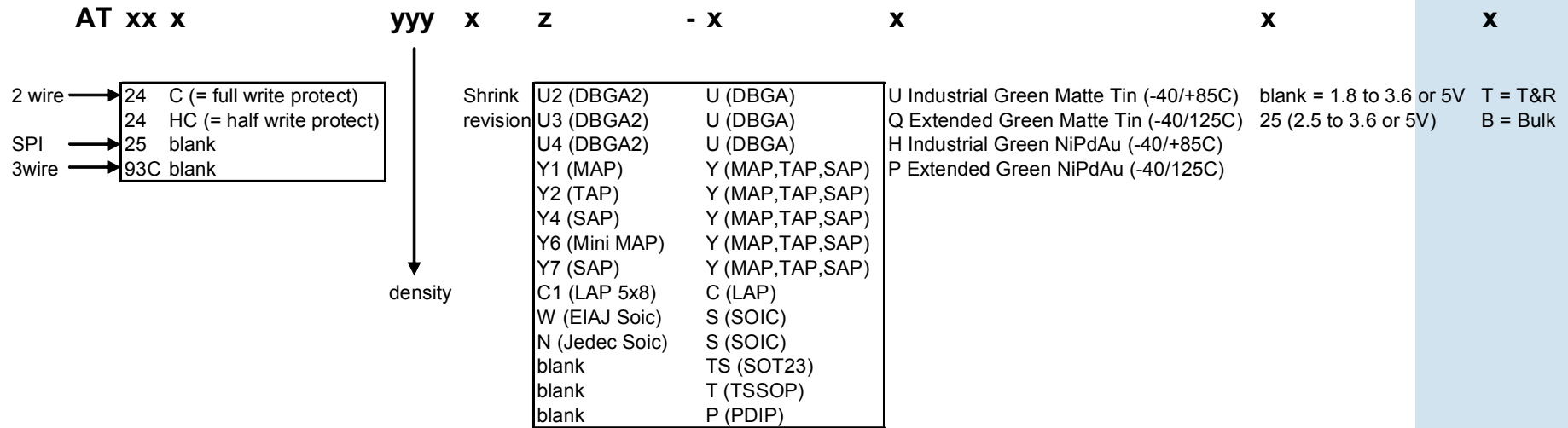


I2C 5 Volt Support

- n All new shrinks will support 5V.**
- n 1K, 2K, 4K, 8K, 128K, 256K, 512K, 1M do support 5V**
- n 16K, 32K, 64K, will support 5V by early Q3**
We will support old die when customer need 5V during the transition period even after published LTB date.



New Products ordering code



ex: AT 24C 02 B N - S P 25
 = 2kbits, 2 wire interface, Narrow SOIC package, automotive temp, 2.5 V in bulk (tubes)

ex: AT 25 512 Y7 - Y H
 = 512kbits, SPI interface, SAP package, Industrial temp, 1.8 V in T&R

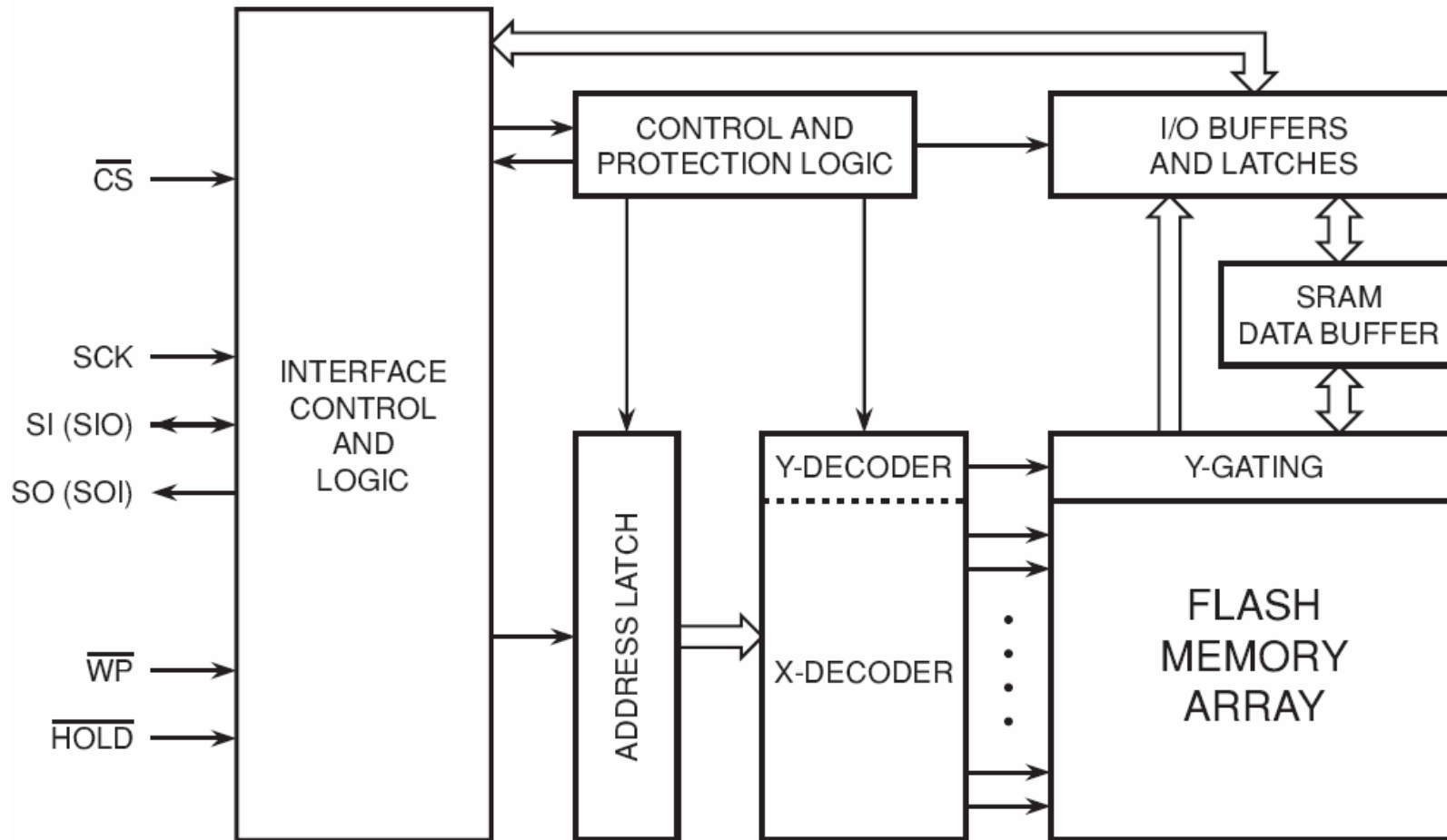


DataFlash **серии** AT25

Название	V	Страница (Bytes)	Vcc (V)	Корпус
AT25DF041A	4M	256	2.7-3.6	SOIC 8 DFN 8
AT25DF081	8M	256	1.65-1.95	SOIC 8 UDFN 8
AT25DF321	32M	256	2.7-3.6	SOIC 16 VDFN 8
AT25DF641	64M	256	2.7-3.6	SOIC 16 VDFN 8



Структурная схема AT25DF641

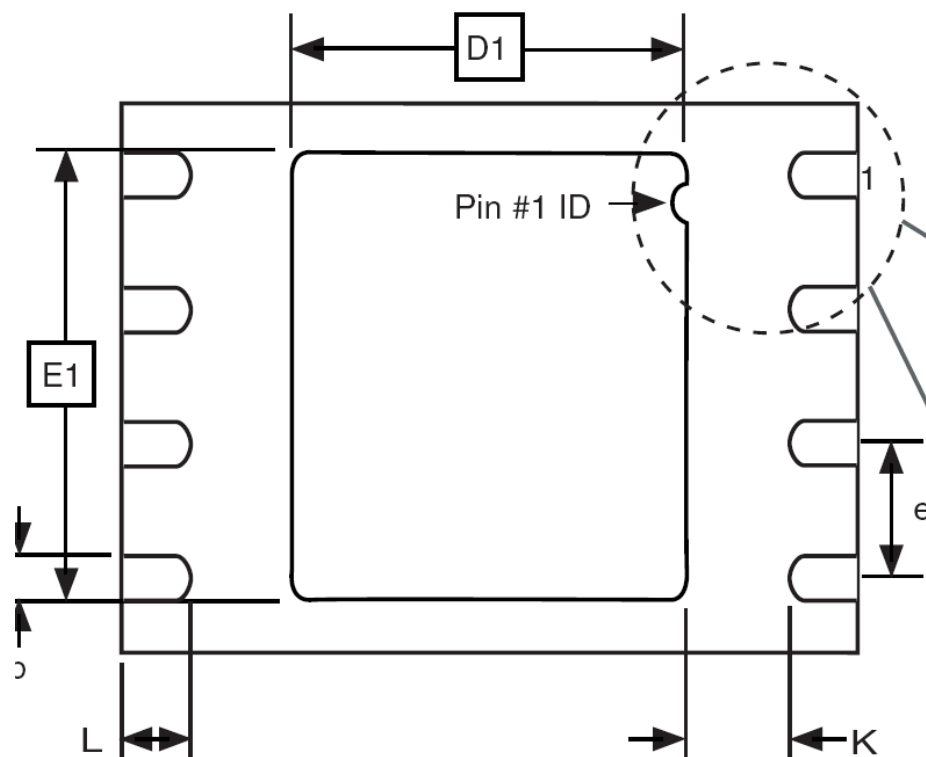


Корпус VDFN

Корпус 8 x 6 мм

Толщина 1 мм

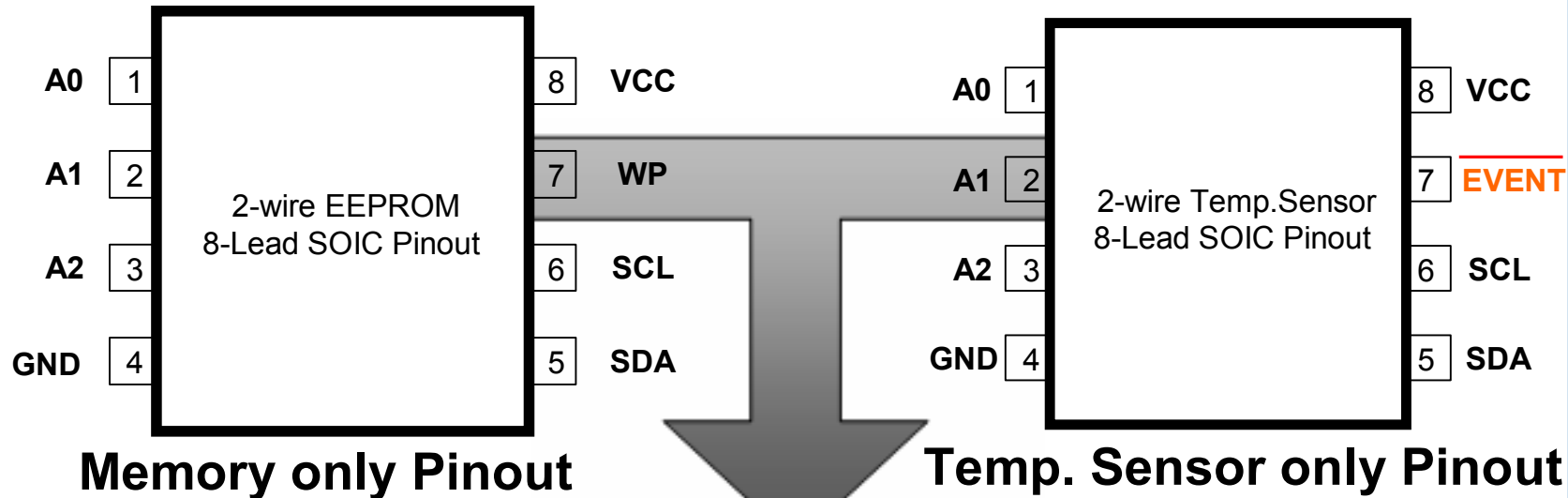
Шаг выводов 1,27 мм



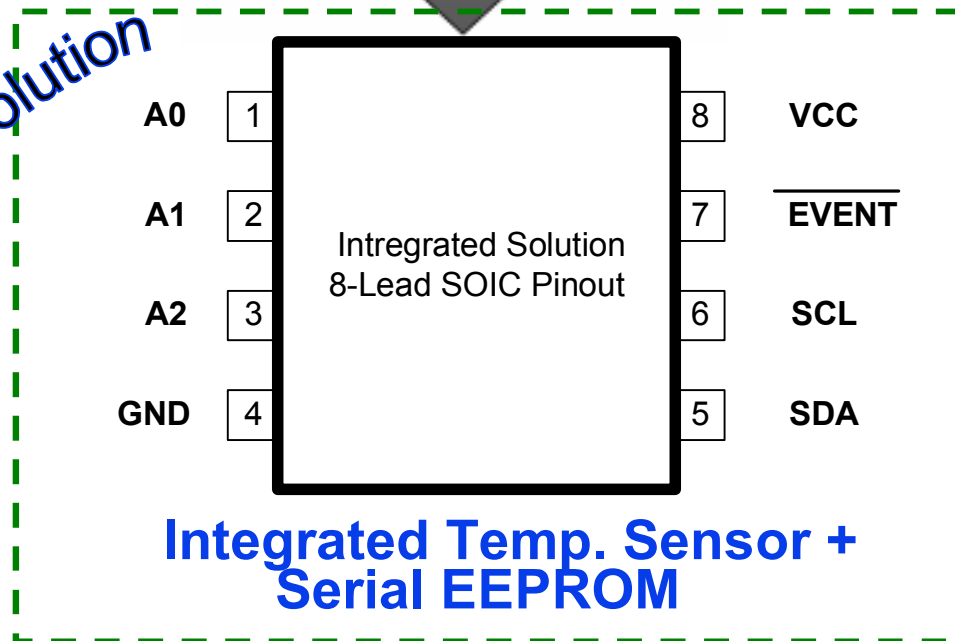
Future Product Focus



Serial Temperature Sensor Pin Outs



Single Solution



Integrated Temp. Sensor +
Serial EEPROM



Product Example #1

Temperature Sensor + EEPROM

n Key Features

- § High precision temperature sensor with Serial EEPROM
- § Monitor local temperature with typical $\pm 1^{\circ}\text{C}$ accuracy
- § On-chip 2-wire 256 byte Serial EEPROM for SPD functions
- § Jedec (JC42.4) SO-DIMM temperature sensor compliant

n Low Voltage and Standard Voltage Operation

- § Temp sensor voltage range: 3.0v to 3.6v
- § EEPROM voltage range: 1.7v to 3.6v

n Compatible with Industry Standard 2-wire Protocols

n Over-, Under- and Critical- Temperature Alarms

n Programmable Hysteresis Threshold

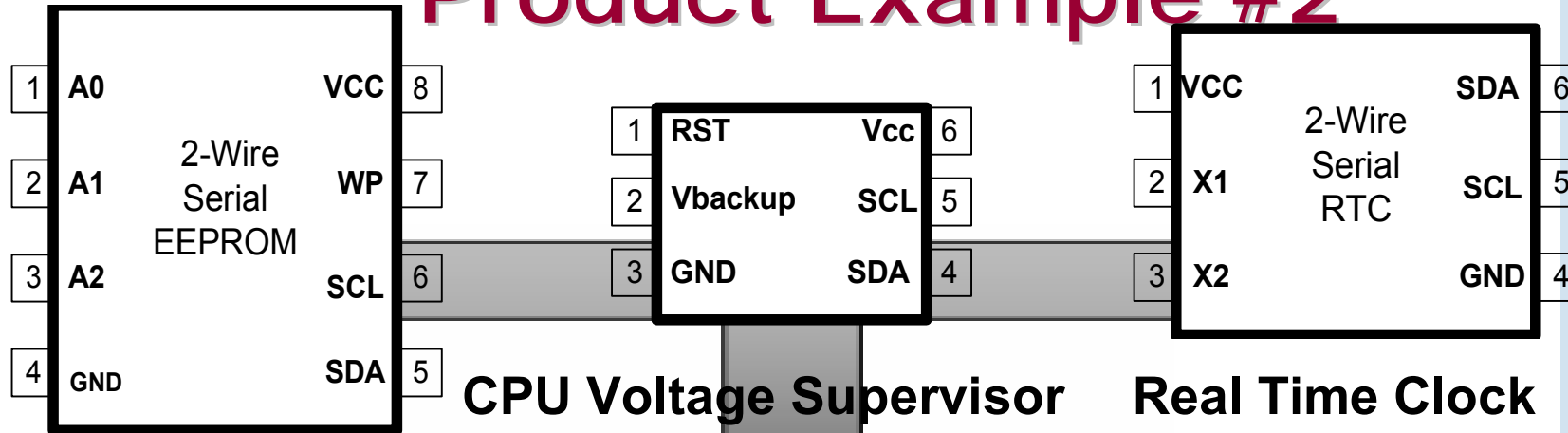
n Comparator or Interrupt Event Output

n Typical Applications:

- § DIMM Modules, Power Supplies, GPS equipment, Wireless Handset, etc

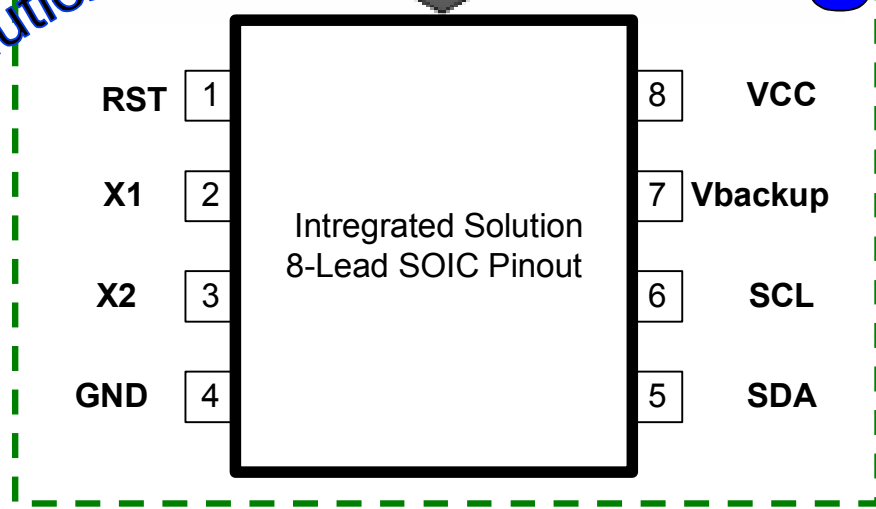


Product Example #2



Single Solution

3 in 1



Integrated Voltage Supervisor + EEPROM+ RTC



Product Example #2

Real-Time Clock, Voltage Supervisor & Watchdog Timer with EEPROM

Key Features

- n **Real-Time Clock displays Year, Month, Date, Hour, Minute, Second and hundredth of Second (Still an Option)**
- n **Programmable Windowed Watchdog Timer**
 - § Provides a reset when the processor or controller is not responsive
- n **Voltage Supervisory Circuit**
 - § Monitors Vcc status and the voltage supply backup will be switched on in Vcc absence and reset output will be set active.
- n **4k or 16Kbit 2-wire Serial EEPROM**
 - § Store factory settings, calibration data or operational characteristics
- n **Voltage Supply Backup with Reset Capability**
- n **Manual Reset**
- n **400 kHz 2-wire Serial Interface**
- n **Operating Voltage Range: 2.5V to 5V**
- n **Temperature Range: -40°C to +85°C**
- n **Typical Applications:**
 - § Any class B white goods, any security application and in future automotive





Atmel's Serial Interface Product is ...Everywhere You Are...and Even Places You are Not

World's Best-In-Class Serial EEPROM Products...Nurturing Your Advanced Electronic Needs Across the Board!

